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USDA'S REPORT TO CONSUMERS

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CURRENT SERIAL RECORDS

SUPERFOODS

New Protein Foods. High protein foods which the poor can afford and will accept may be one answer to the world problem of malnutrition, according to the U. S. Department of Agriculture world nutrition adviser. For example, an American firm is now test-marketing a chocolate flavored soybean beverage in Brazil. It contains three percent protein, vitamins, keeps without refrigeration, and showed good acceptance in its first test month. Indian government bakeries in Madras, Bombay, New Delhi, and elsewhere are now producing a bread fortified with vitamins, minerals, and lysine, a protein component in which bread is deficient. Ingredients such as soybeans, cottonseed, peanuts and other crops can provide the basis of such new protein food products, the scientist reports.

SUMMERTIME-TRAVELTIME, USA

Coming to Washington, D. C.? Three flower shows, open to the public, are planned at the National Arboretum, an oasis of natural beauty of 415 acres of public land, operated by the U. S. Department of Agriculture. Visitors are welcome to the weekend exhibits of the Potomac Lily Show, July 13-14; the National Capital Daylily Show, July 20-21; and the National Gladiolus Show, July 27-28. Weekend hours are from 10 a.m. until 7 p.m. during July.

"TOUCH AND SEE"

Blind Trail Opens. A 1600-foot long nature trail for the blind is a new development at the U. S. Department of Agriculture's National Arboretum in Washington, D. C. The blind can touch and feel foliage and hear the crunch of leaves beneath their feet on this trail. There is another nature trail for the sightless in the United States located in the White River National Forest near Aspen, Colorado. Visitors at the Arboretum's trail follow a guide rope and "read" the descriptive signs printed in both Braille and print. Native plants and trees are pointed out and visitors are invited to feel tree bark, leaves, and the wood of a dead tree. The Department's "touch and see" trail will permit the blind to enjoy much of what sighted people now appreciate at the Arboretum.



FRUIT BASKET

It's the Season. Fresh fruit is usually bright in color, light in calories--and right in nutrition. The outlook is particularly good for peach production this season. Supplies of pears, plums and nectarines are also expected to be larger than last year. The 1967-68 orange output is estimated to be nearly a third below last year's large crops; grapefruit production is off nearly a fourth; lemons are down 7 percent. Citrus prices are considerably above last season.

NEW PROCESS

Fresh Fruit Flavor. Five to ten times as much flavor essence is obtained from citrus peel and processing liquids as obtainable by any other methods due to a new process developed by U. S. Department of Agriculture researchers. The new process can help give more of a fresh-fruit flavor and aroma to frozen, instant, and canned citrus products. Adding orange essence, as well as "locked in" orange oil, resulted in improved flavor in the instant orange juice.

SEEDLESS, SQUEEZELESS WONDERS

Space Age Nutrition. Ideal for astronauts. Handy for campers. Tasty and nutritious for children. What is it? Nutrition: tablet form. U. S. Department of Agriculture scientists have developed experimental fruit tablets--or discs--from orange or grapefruit crystals. The tablets are light in weight, pleasant tasting, and inexpensive. The discs are about the size of a 25 cent coin. The fruit disc may some day be used by servicemen in the field, or anyone who wants "instant nutrition." Eight tablets equal one orange in nutritional value--or about half a grapefruit.

NEW FORM FOR FUNGUS FAVORITE

Taste-Panel Test. Economical, attractive, excellent flavor--might well describe the dehydrated mushroom pieces produced by a new method developed by the U. S. Department of Agriculture. This quality product may compete with imported canned mushrooms--a long time favorite. Taste-panel testing established that the dehydrated mushroom pieces were as good after seven months of storage as immediately after dehydration. This development may enable domestic growers of cultivated mushrooms to have an even broader market--and it will offer the consumer another choice if he enjoys mushrooms in his diet.

PICK THE PLENTIFULS

The Buys for July. Picnic plans? Barbecue plans? Eggs, turkey, summer vegetables, peaches, plums, watermelons, and vegetable fats and oils are all on the plentiful list from the U. S. Department of Agriculture. Summer turkeys are flying high at the barbecue pit. Turkeys will be plentiful and the prices favorable for consumers.

SAFE AND CERTAIN MEAT

For YOUR Protection. Federal Meat Inspection--one of the most important functions of the U. S. Department of Agriculture--is explained in the new consumer leaflet, "Inspection for Your Protection," PA 877. The Federal inspection mark assures consumers that meat and meat products are wholesome and processed in a sanitary manner. Products must be packaged to prevent contamination and adulteration, and be labeled properly. Copies of the leaflet are available free from the Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250. Please include your zipcode.

TRAVELERS BEWARE

Going South of the Border? Don't accidentally bring back a hitchhiking pest or plant disease warns the U. S. Department of Agriculture. Thousands of visitors to the southwestern part of the U. S. also venture across the border into Mexico to shop for a few hours--or days--or just to touch foreign soil. Each traveler's baggage must be examined by the U. S. Department of Agriculture quarantine inspectors working with officials of the other U. S. border clearance agencies. Avoid buying fruit, vegetables, plants or seeds in Mexico unless you have checked with USDA inspectors and have made sure that the items are permitted by the United States. Ask U. S. border stations for information on plant quarantine regulations, or write to "Quarantines" U. S. Department of Agriculture, Washington, D. C. 20250 for further information.

NEW STRAWBERRY VARIETY

Hail to the "Red Chief." Deep red, medium to large size berries--taste sweet rather than acid--and ripen in midseason--are the attributes of the new strawberry variety released to nurserymen by the U. S. Department of Agriculture. Red Chief is productive in Maryland, New Jersey, Massachusetts, Michigan, Ohio, Missouri, and southern Illinois. The variety is not productive in North Carolina and Arkansas. The berries, which remain attractive with handling, are particularly well adapted for the customer--"touch and select" method of marketing.

AN A-PLUS FOR BREAKFAST PROGRAM

Better Food Leads to Better Education. About 15 million breakfasts were served to school children this year according to preliminary reports of the U. S. Department of Agriculture. Twice the number of children served last year received the daily breakfast this year. This newest dimension in food service in schools came into being with the signing of the Child Nutrition Act of 1966. The School Breakfast Program is following the footsteps of the National School Lunch Program which has been so effective since becoming law in June 1946. Teachers in many of the participating schools reported that formerly listless children "perked" up and contributed to their school work because they had a good breakfast.

THE MORE CONVENIENT SUGAR

Who Uses the Sugar? No need for sweetness? Sugar for home use has decreased from about 60 percent of all sugar deliveries to 27 percent in the past thirty years, according to the findings of the U. S. Department of Agriculture. Institutional and industrial usage has increased correspondingly. The direct cause of this shift--from home use to industrial and institutional use--is a result of the homemaker purchasing an increasing portion of sugar in convenience foods. Pre-sugared items, and "ready to eat" products lower the needs of sugar in the home. Liquid sugar users by quantities show that over 50 percent of all liquid sugar goes to the beverage industry. Next come the canning industry, ice cream and dairy products, confectionary, and last, the baking industry, which, however, is second only to the beverage industry in terms of total sugar usage.

THROW AWAY THE IRON

No-iron Dress Slacks. Not even a touch-up iron job needed? Sounds too good--but this very practical garment is now possible. The U. S. Department of Agriculture scientists paved the way to no-iron wool slacks through studies of blends of settable non-wool fibers with wools made shrink resistant by the MURLAN treatment. The finished garment receives a durable-press treatment. Wool-blend slacks made this way can be repeatedly machine-washed. In addition to outstanding washability, the fabric retains the special good looks, warmth, and resilience of wool. In various weaves, the new wool-blend fabrics are comfortable to wear and exhibit outstanding shape and crease retention--and wrinkle-resistant properties. A no-iron, all cotton-seersucker suit for men will also be available in the very near future, according to USDA scientists. Still in research, the fabric will be specially treated to look good and wear well through countless washings. It is expected to be available only in the expensive suit lines, however.

CLUB PROGRAM AIDS

Program Chairmen. Planning your fall calendar? Now is the time to consider the vast resource material available from the Federal Government. The U. S. Department of Agriculture recently published a revised booklet of films by the USDA's Motion Picture Service. Lending libraries located in all land-grant colleges have the films available for clubs to borrow. Most of the films are sound, 16 mm. and are also available for purchase. Many are in color. Subjects available include films on forestry, food, nutrition, housing, rainfall, cooperatives, careers, conservation, defensive driving, fire control, and the Smokey the Bear series. A number of the films have won awards for excellence. The booklet describing all the films is called "Films of the U. S. Department of Agriculture," Agriculture Handbook No. 14 and is available for 40 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402.

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